

REMARKS

This paper is submitted in response to the Office Action dated September 6, 2006. Applicants respectfully request that a one-month extension of time be granted to respond to the Office Action mailed September 6, 2006, and that the Examiner consider this a petition therefor. Since January 6, 2007 is a Saturday, the period of response extends up to and includes January 8, 2007, and this paper is timely filed. Authorization for a Credit Card charge of \$120.00 for the one-month extension fee is hereby included in the Electronic Fee Sheet attached. Reconsideration and allowance of all pending claims by the Examiner are therefore respectfully requested.

In the subject Office Action, claims 1-21, 23-44 and 48-49 were rejected under 35 U.S.C. § 101, under 35 U.S.C. § 112 first paragraph, under 35 U.S.C. § 112 second paragraph, and under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent Application Publication No. 2002/0046046 by Barrott et al. (Barrott), over U.S. Patent Application Publication No. 2005/0102199 by Lee (Lee), and over the article describing the Rocky Mountain Monument & Vault's monument design software described in the article Funeral Home Online—Funeral Home Goes High Tech from the *Utah Prime Times* July 2000 issue (*Utah Prime Times* article).

Applicants respectfully traverse the Examiner's rejections to the extent that they are maintained. Applicants have cancelled claim 49 and amended claims 1, 23 and 48. Applicants respectfully submit that no new matter is being added by the above amendments, as the amendments are fully supported in the specification, drawings and claims as originally filed.

As an initial matter, Applicants wish to thank the Examiner for the consideration extended in the personal interview conducted between the Examiner and Applicants' representative on December 7, 2006. In the interview, the Examiner suggested including the features of the current amendments towards further distinguishing the claims from the cited art. The Examiner furthermore was agreeable Applicants' representative calling to discuss the amendments around two months time after the Response is filed.

As such, each independent claim has been amended to accentuate the computer-based nature of the claims, as well as features specific to the funeral industry. For

instance, funeral guidance information is provided in conjunction with the selection/display of funeral images, e.g., how they are relevant to a funeral planning process. The amendments emphasize that the funeral item/adornment selection process is just one part of an overall funeral planning process, as opposed to a single product purchase. In addition to being permanently fastened to the funeral item, the adornment is configured to honor a decedent during a funeral ceremony. The claimed processes further facilitate the purchase of adornments.

Applicants believe the amendments should resolve the §101 and §112 concerns of the Examiner. Moreover, Applicants believe the current amendments should further highlight the non-obviousness of features of the claimed invention.

In summary, Applicants respectfully submit that all pending claims are novel and non-obvious over the prior art of record. Reconsideration and allowance of all pending claims are therefore respectfully requested. If the Examiner has any questions regarding the foregoing, or which might otherwise further this case onto allowance, the Examiner may contact the undersigned at (513) 241-2324. Moreover, if any other charges or credits are necessary to complete this communication, please apply them to Deposit Account 23-3000.

Respectfully submitted,

January 8, 2007

Date

/Douglas A. Scholer/

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